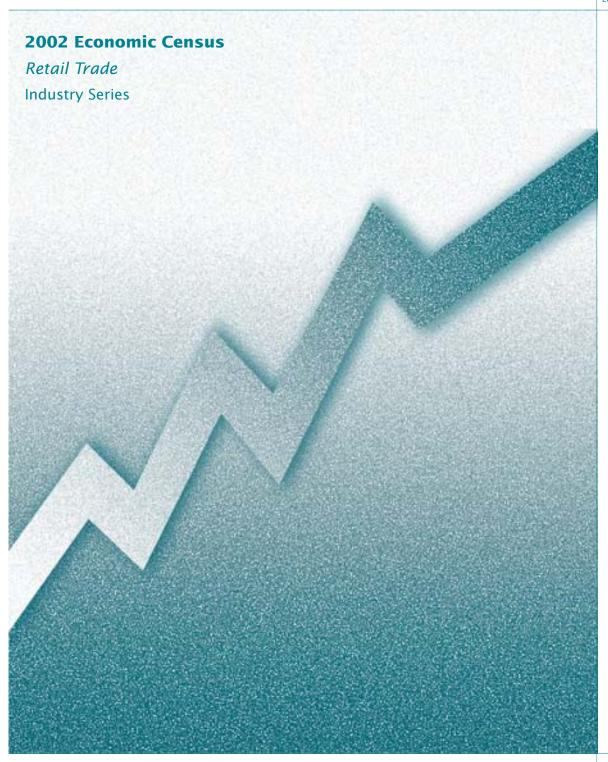
Office Supplies, Stationery, and Gift Stores: 2002

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Helping You Make Informed Decisions

U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU



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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

						Paid	Percent	of sales—
2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	employees for pay period including March 12 (number)	From administrative records ¹	Estimated ²
4532	Office supplies, stationery, and gift stores	44 359	36 237 397	4 595 741	1 107 502	313 666	13.9	7.2
45321 453210	Office supplies and stationery stores	8 574 8 574	20 615 719 20 615 719	2 217 476 2 217 476	553 246 553 246	111 381 111 381	4.0 4.0	2.2 2.2
45322 453220	Gift, novelty, and souvenir stores	35 785 35 785	15 621 678 15 621 678	2 378 265 2 378 265	554 256 554 256	202 285 202 285	27.1 27.1	13.7 13.7

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

¹Includes sales information obtained from administrative records of other federal agencies.
²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
4532	Office supplies, stationery, and gift stores	44 359 44 615	36 237 397 31 573 035	4 595 741 3 637 361	313 666 306 492
45321 453210	Office supplies and stationery stores	8 574 7 330 8 574 7 330	20 615 719 17 075 739 20 615 719 17 075 739	2 217 476 1 580 695 2 217 476 1 580 695	111 381 98 121 111 381 98 121
45322 453220	Gift, novelty, and souvenir stores	35 785 37 285 35 785 37 285	15 621 678 14 497 296 15 621 678 14 497 296	2 378 265 2 056 666 2 378 265 2 056 666	202 285 208 371 202 285 208 371

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, and definitions, see note at end of table]

		E		Establishments with the product line		Product line sales			
2002	2002 Broduct	Kind of business and product line		-		As percent of total sales of—			
NAICS code	Product line code	Kind of business and product line	Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)	
4532		Office supplies, stationery, and gift stores	44 359	x	36 237 397	x	100.0	76.1	
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery	7 405	3 366 548	313 611	9.3	.9	x	
	20120	items & nonalcoholic beverages generally served for immediate	1 152	587 306	78 888	13.4	.2	X X	
	20140 20150	Packaged liquor, wine, & beer Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	72 1 917	84 826 991 591	15 465 107 018	18.2 10.8	Z .3		
	20160 20180 20190	Drugs, health aids, beauty aids, including cosmetics Soaps, detergents, & household cleaners. Paper & related products, including paper towels, toilet tissue, wraps.	2 509 904	1 042 407 389 770	84 712 17 833	8.1 4.6	.2 Z	X X	
	20200 20220 20240	bags, foils, etc. Men's wear Women's, juniors', & misses' wear Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to	2 199 2 103 4 482	1 450 894 1 027 133 2 661 104	219 788 76 176 240 047	15.1 7.4 9.0	.6 .2 .7	X X X	
	20240 20260 20270	6x & 7 to 14), & infants' & toddlers' clothing & accessories	2 769 1 886	1 839 427 1 462 726	401 054 30 200	21.8 2.1	1.1 .1	X X	
	20280 20300	fabrics, patterms, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. Curtains, draperies, blinds, slipcovers, bed & table coverings. Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners,	391 1 547	139 407 474 136	12 391 32 649	8.9 6.9	Z .1	X	
	20310	dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. Small electric appliances, including mixers; blenders; can openers;	29	23 745	2 343	9.9	Z	Х	
	20320	toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc	310	128 291	5 936	4.6	z	х	
	20330	including electronic game/DVD combination devices, parts, & accessories. Audio equipment, musical instruments, radios, stereos, compact discs,	1 608	1 419 147	156 465	11.0	.4	Х	
	20340 20360	records, tapes, audio tape books, sheet music, accessories. Furniture, sleep equipment & outdoor/patio furniture Flooring & floor coverings.	3 386 7 488 57	2 051 790 19 683 812 36 555	53 212 1 982 900 1 406	2.6 10.1 3.8	.1 5.5 Z	X X X	
	20370	Computer hardware, software, & supplies, including computer game software. Kitchenware & home furn, incl cookware, cooking access, dinnerware.	6 429	19 802 891	2 709 983	13.7	7.5	x	
	20386 20387	glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. Giftware & glassware including vases All other kitchenware & home furnishings, including cookware, cooking	18 096 16 425	7 083 683 6 493 073	2 056 039 1 495 675	29.0 23.0	5.7 4.1	65.6 X	
		accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	9 576	4 101 163	560 364	13.7	1.5	х	
	20400 20420 20440 20460	Jewelry, including watches, watch attachments, novelty jewelry, etc	12 622 8 883 541	5 528 671 4 539 052 245 512	442 014 254 621 8 897	8.0 5.6 3.6	1.2 .7 Z	X X X	
	20490 20500	bicycles Optical goods, including eyeglasses, contact lenses, sunglasses, etc Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized	5 974 84	3 324 922 53 582	444 778 2 031	13.4 3.8	1.2 Z	X X	
	20600	sport vehicles, bicycles, parts & accessories, etc	513	222 137	18 471	8.3	.1	х	
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants &	197	64 242	6 611	10.3	Z	X	
	20640	shrubs; fertilizers; animal feed, other than for pets; etc. Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	1 253	414 224 31 868	56 443 7 342	13.6 23.0	.2	×	
	20670 20690	Paint & sundries Wallpaper & other flexible wallcoverings	56 130	46 446 17 028	3 749 1 562	8.1 9.2	Z Z Z Z	X X X	
	20800 20850	Pets, pet foods, & pet supplies All other merchandise	78 42 671	15 934 35 803 739	3 124 25 059 604	19.6 70.0	Z 69.2	X 74.8	
	20851	Stationery products, including stationery, tablets, pads, & related products	14 308	13 121 985	2 527 864	19.3	7.0	х	
	20852	Sheet paperOffice & school supplies. Office equipment, including fax machines, dictaphones, copying	6 951 10 598	19 567 748 21 331 667	4 239 023 6 096 558	21.7 28.6	11.7 16.8	X X	
	20854	machines, calculating machines, etc	6 132 19 822	19 206 949 8 241 831	2 753 334 2 133 240	14.3 25.9	7.6 5.9	X	
	20856 20859 20862	Magazines & newspapers Luggage & leather goods Collectibles, including items which are old, but less than 100 years old.	2 911 2 568	1 393 675 5 371 455	220 081 109 569	15.8 2.0	.6 .3	X X X	
	20863 20877	& limited in supply Art goods, including original pictures & sculptures Souvenirs & novelty items, including fruit & gourmet food baskets &	5 972 2 593	2 318 806 842 457	308 322 78 032	13.3 9.3	.9 .2	X	
	20878	pre-filled balloons	22 484 19 752	10 675 984 9 475 722	3 690 425 2 337 909	34.6 24.7	10.2 6.5	X	
	20879 20881 20882	Artificial/silk flowers, plants, & trees Craft supplies Typewriters All other merchandise	3 604 1 545 406	1 190 124 631 335 306 998	87 870 57 795 5 844	7.4 9.2 1.9	.2 .2 Z	X X X X X	
	20883		1 203	708 161	413 738	58.4	1.1	X X	
	29810	All other merchandise	9 589	15 887 199	774 394	4.9	2.1		

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			Establishments with the product line		Product line sales			
2002	2002	Wind of business and another big				As percent of		
NAICS code	Product line code	Kind of business and product line	Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
4532		Office supplies, stationery, and gift stores—Con.						
	29900 29906 29907 29938 29943 29979	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided Other labor charges Parts installed in repair Printing or engraving to order Value of service contracts All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc.	6 190 708 333 4 952 324 828	8 862 451 477 457 345 205 7 825 531 285 075 798 790	552 360 26 454 12 049 422 474 27 820 63 563	6.2 5.5 3.5 5.4 9.8	1.5 .1 Z 1.2 .1	72.6 X X X X X
45321		Office supplies and stationery stores	8 574	x	20 615 719	х	100.0	87.9
	20100 20150 20160	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others Drugs, health aids, beauty aids, including cosmetics	69 156 18	48 035 42 262 12 782	1 649 9 071 825	3.4 21.5 6.5	Z Z Z Z	X X X
	20180 20190 20200	Soaps, detergents, & household cleaners. Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. Men's wear	436 13	64 527 487 974 19 379	2 680 30 924 412	4.2 6.3 2.1	.2 .2 .2 .2	X X X X
	20220 20240 20260 20320	Women's, juniors', & misses' wear. Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories. Footwear, including accessories Televisions, video recorders, video cameras, video tapes, DVDs, etc.,	18 8 6	19 791 2 474 3 505	412 206 206	2.1 8.3 5.9	Z Z Z	X X
	20320	including electronic game/DVD combination devices, parts, & accessories	51	28 037	1 031	3.7	z	х
	20330 20340 20370	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories. Furniture, sleep equipment & outdoor/patio furniture Computer hardware, software, & supplies, including computer game	305 5 468	177 501 18 875 546	5 566 1 879 329	3.1 10.0	Z 9.1	X
	20380	software Kitchenware & home furn, incl cookware, cooking access, dinnerware,	5 348	18 644 856	2 695 299	14.5	13.1	Х
	20386 20387	glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc Giftware & glassware including vases All other kitchenware & home furnishings, including cookware, cooking	250 204	152 969 113 489	16 493 12 824	10.8 11.3	.1 .1	77.2 X
		accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc	90	59 240	3 669	6.2	z	X
	20400 20420 20440 20460	Jewelry, including watches, watch attachments, novelty jewelry, etc. Books Photographic equipment & supplies Toys, hobby goods, & games, including stuffed animals, video &	82 577 30	39 994 320 574 21 028	2 268 41 231 618	5.7 12.9 2.9	Z .2 Z	X X X
	20500	electronic games, electronic game devices, & wheel goods, except bicycles	417	246 358	22 059	9.0	.1	X
	20600	sport vehicles, bicycles, parts & accessories, etc. Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures.	56	65 764 1 443	1 443 206	2.2 14.3	z z	×
	20850 20851	All other merchandise	8 574	20 615 719	15 264 910	74.0	74.0	87.0
	20852	products Office paper, including computer printer, copier, fax, & typewriter cut	4 207	8 348 542	2 182 206	26.1	10.6	X
	20853 20854	sheet paper Office & school supplies Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	6 444 7 805 5 951	19 314 867 20 263 190 19 075 725	4 201 999 5 901 544 2 734 626	21.8 29.1 14.3	20.4 28.6 13.3	X X
	20855 20856 20859 20862	Greeting cards Magazines & newspapers Luggage & leather goods Collectibles, including items which are old, but less than 100 years old,	1 266 211 1 766	706 295 72 773 5 024 257	53 120 7 632 57 852	7.5 10.5 1.2	.3 Z .3	X X X
	20863 20877	Mimited in supply Art goods, including original pictures & sculptures Souvenirs & novelty items, including fruit & gourmet food baskets &	50 127	48 653 58 755	2 137 5 648	4.4 9.6	Z Z	X
	20878 20879 20881 20882 20883	pre-filled balloons. Seasonal decorations, including decorative plates, napkins, & cups Artificial/silk flowers, plants, & trees Craft supplies Typewriters All other merchandise	542 809 27 438 386 72	261 407 481 377 8 040 275 632 288 620 56 899	21 980 48 083 305 21 065 5 648 21 065	8.4 10.0 3.8 7.6 2.0 37.0	.1 .2 Z .1 Z .1	X X X X X
	29810 29900	All other merchandise	3 438	11 833 217	344 489	2.9	1.7	Х
	29906 29907 29938 29943 29979	const, rental/lease of tools/equip & oth svc provided Other labor charges Parts installed in repair Printing or engraving to order Value of service contracts All other nonmerchandise receipts, including receipts from customers	2 309 340 258 2 019 166	7 058 616 307 897 284 109 6 755 731 210 559	293 980 16 145 8 961 237 650 19 497	4.2 5.2 3.2 3.5 9.3	1.4 .1 Z 1.2 .1	87.2 X X X X
453210		for rental or lease of equipment, photofinishing, etc Office supplies and stationery stores	196 8 574	164 183 X	11 727 20 615 719	7.1 X	.1 100.0	X 87.9
.00210	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum;	0 3/4	^	20 010 719		100.0	07.9
	20150	packaged snacks; etc. Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	69 156	48 035 42 262	1 649 9 071	3.4 21.5	z z	x x

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				Establishments with the product line		Product line sales		
2002 NAICS	2002 Product	Kind of business and product line				As percent of		
code	line code	·	Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
453210		Office supplies and stationery stores—Con.						
	20160 20180 20190	Drugs, health aids, beauty aids, including cosmetics Soaps, detergents, & household cleaners Paper & related products, including paper towels, toilet tissue, wraps,	18 66	12 782 64 527	825 2 680	6.5 4.2	Z Z	X X
	20200 20220 20240	bags, foils, etc. Men's wear Women's, juniors', & misses' wear Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to	436 13 18	487 974 19 379 19 791	30 924 412 412	6.3 2.1 2.1	.2 Z Z	X X X
	20260 20320	6x & 7 to 14), & infants' & toddlers' clothing & accessories	8 6	2 474 3 505	206 206	8.3 5.9	Z Z	X X
	20330	accessories. Audio equipment, musical instruments, radios, stereos, compact discs,	51	28 037	1 031	3.7	z	Х
	20340	records, tapes, audio tape books, sheet music, accessories	305 5 468	177 501 18 875 546	5 566 1 879 329	3.1 10.0	Z 9.1	X X
	20370	Computer hardware, software, & supplies, including computer game software	5 348	18 644 856	2 695 299	14.5	13.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	250	152 969	16 493	10.8	.1	77.2 X
	20386 20387	Giftware & glassware including vases All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	204 90	113 489 59 240	12 824 3 669	11.3	.1 Z	×
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc	82	39 994	2 268	5.7		
	20420 20440 20460	Books. Photographic equipment & supplies. Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except	577 30	320 574 21 028	41 231 618	12.9 2.9	Z .2 Z	X X X
	20500	bicycles . Sporting goods, including saddlery, boats, personal watercraft, snownobiles, all-terrain vehicles (ATVs), golf cars, & other motorized	417	246 358	22 059	9.0	.1	X
	20600	sport vehicles, bicycles, parts & accessories, etc. Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures.	56	65 764	1 443	2.2	Z	X
	20850 20851	& light fixtures All other merchandise Stationery products, including stationery, tablets, pads, & related	8 8 574	1 443 20 615 719	206 15 264 910	14.3 74.0	74.0	87.0
	20852	products	4 207	8 348 542	2 182 206	26.1	10.6	Х
	20853 20854	sheet paper Office & school supplies Office equipment, including fax machines, dictaphones, copying	6 444 7 805	19 314 867 20 263 190	4 201 999 5 901 544	21.8 29.1	20.4 28.6	X
	20855 20856	machines, calculating machines, etc. Greeting cards Magazines & newspapers Luggage & leather goods	5 951 1 266 211	19 075 725 706 295 72 773	2 734 626 53 120 7 632	14.3 7.5 10.5	13.3 .3 Z	X X X
	20859 20862	Luggage & leather goods Collectibles, including items which are old, but less than 100 years old,	1 766	5 024 257	57 852	1.2	.3	â
	20863 20877	& limited in supply Art goods, including original pictures & sculptures Souvenirs & novelty items, including fruit & gourmet food baskets &	50 127	48 653 58 755	2 137 5 648	4.4 9.6	Z Z	X
	20878 20879	pre-filled balloons. Seasonal decorations, including decorative plates, napkins, & cups	542 809	261 407 481 377 8 040	21 980 48 083 305	8.4 10.0	.1 .2	X X X X X
	20879 20881 20882	Artificial/silk flowers, plants, & trees Craft supplies Typewriters	27 438 386	275 632 288 620	21 065 5 648	3.8 7.6 2.0	.2 Z .1 Z	X
	20883	All other merchandise	72	56 899	21 065	37.0	.1	
	29810 29900	All other merchandise . All nonmerch ropts, incl all ropts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .	3 438 2 309	11 833 217 7 058 616	344 489 293 980	2.9	1.7	X
	29906 29907	Other labor charges Parts installed in repair	340 258	307 897 284 109	16 145 8 961	4.2 5.2 3.2	1.4 .1 Z	X X
	29938 29943	Printing or engraving to order Value of service contracts	2 019 166	6 755 731 210 559	237 650 19 497	3.5 9.3	1.2	87.2 X X X X
	29979	All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc.	196	164 183	11 727	7.1	.1	X
45322		Gift, novelty, and souvenir stores	35 785	х	15 621 678	x	100.0	60.4
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	7 336	3 318 513	311 962	9.4	2.0	x
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption.	1 149	585 657	78 888	13.5	.5	
	20140 20150	Packaged liquor, wine, & beer Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	72 1 761	84 826 949 329	15 465 97 947	18.2 10.3	.1	X X
	20160 20180 20190	Drugs, health aids, beauty aids, including cosmetics Soaps, detergents, & household cleaners Paper & related products, including paper towels, toilet tissue, wraps,	2 491 838 1 763	1 029 625 325 243 962 920	83 887 15 153	8.1 4.7 19.6	.5 .1 1.2	X X X
	20200 20220	bags, foils, etc. Men's wear Women's, juniors', & misses' wear	1 763 2 090 4 464	962 920 1 007 754 2 641 313	188 864 75 764 239 635	7.5 9.1	1.2 .5 1.5	X X X
	20240 20260 20270	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	2 761 1 880	1 836 953 1 459 221	400 848 29 994	21.8 2.1	2.6 .2	X
	20280	fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. Curtains, draperies, blinds, slipcovers, bed & table coverings	389 1 544	135 284 470 837	12 185 32 649	9.0 6.9	.1 .2	X X

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			Establishments w		Pro	duct line sales			
2002	2002 Product	Wind of business and another the				As percent of total sales of—		1	
NAICS code	line code	Kind of business and product line Number	King of business and product line Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)	
45322		Gift, novelty, and souvenir stores—Con.							
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills,		00 745	0.040		_		
	20310	etc. Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	29 307	23 745 126 848	2 343 5 936	9.9	z z	x x	
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories.	1 557	1 391 110	155 434	11.2	1.0	X	
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	3 081	1 874 289	47 646	2.5	.3		
	20340 20360 20370	Furniture, sleep equipment & outdoor/patio furniture Flooring & floor coverings. Computer hardware, software, & supplies, including computer game	2 020 57	808 266 36 555	103 571 1 406	12.8 3.8	.7 Z	X X X	
	20380	software. Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet	1 081	1 158 035	14 684	1.3	.1	Х	
	20386 20387	& bathroom access, outdoor charcoal grills, planters, etc Giftware & glassware including vases All other kitchenware & home furnishings, including cookware, cooking	17 846 16 221	6 930 714 6 379 584	2 039 546 1 482 851	29.4 23.2	13.1 9.5	52.1 X	
		accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc	9 486	4 041 923	556 695	13.8	3.6	Х	
	20400 20420	Jewelry, including watches, watch attachments, novelty jewelry, etc Books	12 540 8 306	5 488 677 4 218 478	439 746 213 390	8.0 5.1	2.8 1.4	X X X	
	20440 20460	Photographic equipment & supplies Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except	511	224 484	8 279	3.7	.1		
	20490 20500	bicycles Optical goods, including eyeglasses, contact lenses, sunglasses, etc Sporting goods, including saddlery, boats, personal watercraft,	5 557 84	3 078 564 53 582	422 719 2 031	13.7 3.8	2.7 Z	X	
	20600	snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	457	156 373	17 028	10.9	.1	Х	
	20620	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures.	189	62 799	6 405	10.2	Z	Х	
	20640	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc	1 250	413 193	56 237	13.6	.4	Х	
	20670 20690 20800	saunas; stock kitchen & bathroom cabinets to be installed Paint & sundries Wallpaper & other flexible wallcoverings Pets, pet foods, & pet supplies	41 54 130 78	31 868 46 240 17 028 15 934	7 342 3 749 1 562 3 124	23.0 8.1 9.2 19.6	Z Z Z Z	X X X	
	20850 20851	All other merchandise	34 097	15 188 020	9 794 694	64.5	62.7	58.7	
	20852	products	10 101	4 773 443	345 658	7.2	2.2	Х	
	20853 20854	sheet paper . Office & school supplies . Office equipment, including fax machines, dictaphones, copying	507 2 793	252 881 1 068 477	37 024 195 014	14.6 18.3	.2 1.2	X	
	20855 20856 20859	machines, calculating machines, etc. Greeting cards Magazines & newspapers Luggage & leather goods	181 18 556 2 700 802	131 224 7 535 536 1 320 902 347 198	18 708 2 080 120 212 449 51 717	14.3 27.6 16.1 14.9	.1 13.3 1.4 .3	X X X	
	20862 20863 20877	Collectibles, including items which are old, but less than 100 years old, & limited in supply	5 922 2 466	2 270 153 783 702	306 185 72 384	13.5 9.2	2.0 .5	X	
	20878	pre-filled balloons	21 942 18 943	10 414 577 8 994 345	3 668 445 2 289 826	35.2 25.5	23.5 14.7	X	
	20879 20881	Artificial/silk flowers, plants, & trees Craft supplies	3 577 1 107	1 182 084 355 703	87 565 36 730	7.4 10.3	.6	X X X X X	
	20882 20883	Typewriters	20 1 131	18 378 651 262	196 392 673	1.1 60.3	.2 Z 2.5	X X	
	29810 29900	All other merchandise	6 151	4 053 982	429 905	10.6	2.8	Х	
	29906	const, rental/lease of tools/equip & oth svc provided Other labor charges	3 881 368	1 803 835 169 560	258 380 10 309	14.3 6.1	1.7	44.8 X	
	29907 29938 29943	Parts installed in repair Printing or engraving to order Value of service contracts	75 2 933 158	61 096 1 069 800 74 516	3 088 184 824 8 323	5.1 17.3 11.2	1.2 1.2	X X X	
	29979	All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc.	632	634 607	51 836	8.2	.3	X	
453220		Gift, novelty, and souvenir stores	35 785	X	15 621 678	X	100.0	60.4	
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	7 336	3 318 513	311 962	9.4	2.0	х	
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption. Packaged liquor, wine, & beer.	1 149 72	585 657 84 826	78 888 15 465	13.5 18.2	.5 .1	X X	
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 761	949 329	97 947	10.3	.6		
	20160 20180 20190	Drugs, health aids, beauty aids, including cosmetics Soaps, detergents, & household cleaners Paper & related products, including paper towels, toilet tissue, wraps,	2 491 838	1 029 625 325 243	83 887 15 153	8.1 4.7	.5 .1	X X X	
	20200	bags, foils, etc. Men's wear	1 763 2 090	962 920 1 007 754	188 864 75 764	19.6 7.5	1.2	X	

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

			Establishments lir		Product line sales			
2002	_2002					As percent of		
NAICS code	Product line code	Kind of business and product line	Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
453220		Gift, novelty, and souvenir stores—Con.						
	20220 20240	Women's, juniors', & misses' wear	4 464	2 641 313	239 635	9.1	1.5	Х
	20240	6x & 7 to 14), & infants' & toddlers' clothing & accessories	2 761 1 880	1 836 953 1 459 221	400 848 29 994	21.8 2.1	2.6 .2	X X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings,						
	20280 20300	needlework kits, etc. Curtains, draperies, blinds, slipcovers, bed & table coverings Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners,	389 1 544	135 284 470 837	12 185 32 649	9.0 6.9	.1 .2	X
		dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	29	23 745	2 343	9.9	Z	x
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as	207	100.010	5 000		_	
	20320	hair dryers, curling irons, shavers, etc. Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, &	307	126 848	5 936	4.7	Z	X
	20330	accessories. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 557 3 081	1 391 110 1 874 289	155 434 47 646	11.2 2.5	1.0	X
	20340 20360	Furniture, sleep equipment & outdoor/patio furniture Flooring & floor coverings.	2 020 57	808 266 36 555	103 571 1 406	12.8 3.8	.7 Z	X X X
	20370	Computer hardware, software, & supplies, including computer game software. Kitchenware & home furn, incl cookware, cooking access, dinnerware,	1 081	1 158 035	14 684	1.3	.1	х
	20386 20387	glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	17 846 16 221	6 930 714 6 379 584	2 039 546 1 482 851	29.4 23.2	13.1 9.5	52.1 X
		accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc	9 486	4 041 923	556 695	13.8	3.6	х
	20400 20420	Jewelry, including watches, watch attachments, novelty jewelry, etc Books	12 540 8 306	5 488 677 4 218 478	439 746 213 390	8.0 5.1	2.8 1.4	X X X
	20440 20460	Photographic equipment & supplies Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except	511	224 484	8 279	3.7	.1	
	20490 20500	bicycles Optical goods, including eyeglasses, contact lenses, sunglasses, etc Sporting goods, including saddlery, boats, personal watercraft, snownobiles, all-terrain vehicles (ATVs), golf cars, & other motorized	5 557 84	3 078 564 53 582	422 719 2 031	13.7 3.8	2.7 Z	X
	20600	sport vehicles, bicycles, parts & accessories, etc	457	156 373	17 028	10.9	.1	Х
	20620	& light fixtures	189	62 799	6 405	10.2	Z	Х
	20640	shrubs; fertilizers; animal feed, other than for pets; etc. Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, &	1 250	413 193	56 237	13.6	.4	X
	20670 20690	saunas; stock kitchen & bathroom cabinets to be installed	41 54 130	31 868 46 240 17 028	7 342 3 749 1 562	23.0 8.1 9.2	Z Z Z Z	X X X
	20800 20850	Wallpaper & other flexible wallcoverings Pets, pet foods, & pet supplies All other merchandise	78 34 097	15 934 15 188 020	3 124 9 794 694	19.6 64.5	Z 62.7	X 58.7
	20851	Stationery products, including stationery, tablets, pads, & related products	10 101	4 773 443	345 658	7.2	2.2	x
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper Office & school supplies	507 2 793	252 881 1 068 477	37 024 195 014	14.6 18.3	.2 1.2	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	181	131 224	18 708	14.3	.1	
	20855 20856	Greeting cards	18 556 2 700	7 535 536 1 320 902	2 080 120 212 449	27.6 16.1	13.3 1.4	X X X
	20859 20862	Luggage & leather goods. Collectibles, including items which are old, but less than 100 years old,	802	347 198	51 717	14.9	.3	
	20863 20877	& limited in supply Art goods, including original pictures & sculptures. Souvenirs & novelty items, including fruit & gourmet food baskets & pra-filled halloops	5 922 2 466 21 942	2 270 153 783 702 10 414 577	306 185 72 384 3 668 445	13.5 9.2 35.2	2.0 .5 23.5	X X
	20878 20879	pre-filled balloons. Seasonal decorations, including decorative plates, napkins, & cups Artificial/silk flowers, plants, & trees	18 943 3 577	8 994 345 1 182 084	2 289 826 87 565	25.5 7.4	23.5 14.7 .6	X
	20881 20882 20883	Craft supplies Typewriters All other merchandise	1 107 20 1 131	355 703 18 378 651 262	36 730 196 392 673	10.3 1.1 60.3	.2 Z 2.5	X X X X X
	29810 29900	All other merchandise	6 151	4 053 982	429 905	10.6	2.8	х
		repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	3 881	1 803 835	258 380	14.3	1.7	44.8
	29906 29907	Other labor charges Parts installed in repair Printing or organization or order	368 75	169 560 61 096	10 309 3 088	6.1 5.1	.1 Z	X X X
	29938 29943 29979	Printing or engraving to order Value of service contracts All other nonmerchandise receipts, including receipts from customers	2 933 158	1 069 800 74 516	184 824 8 323	17.3 11.2	1.2 .1	X
		for rental or lease of equipment, photofinishing, etc.	632	634 607	51 836	8.2	.3	Х

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002			Sale	s			Paid employees for pay period
NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Amount (\$1,000)	As percent of total	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	including March 12 (number)
4532	Office supplies, stationery, and gift stores						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	44 359 3 356 5 421 7 103 7 926	36 237 397 16 720 944 18 079 262 19 723 607 20 700 462	100.0 46.1 49.9 54.4 57.1	4 595 741 1 524 137 1 728 225 1 943 659 2 076 039	1 107 502 384 991 431 649 484 913 516 041	313 666 83 639 100 658 115 639 124 358
45321	Office supplies and stationery stores						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	8 574 2 936 3 229 3 352 3 465	20 615 719 16 049 487 16 378 964 16 623 606 16 981 491	100.0 77.9 79.4 80.6 82.4	2 217 476 1 442 748 1 481 276 1 524 671 1 577 447	553 246 364 927 374 297 385 470 397 820	111 381 74 673 76 783 78 508 80 510
453210	Office supplies and stationery stores						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	8 574 2 936 3 229 3 352 3 465	20 615 719 16 049 487 16 378 964 16 623 606 16 981 491	100.0 77.9 79.4 80.6 82.4	2 217 476 1 442 748 1 481 276 1 524 671 1 577 447	553 246 364 927 374 297 385 470 397 820	111 381 74 673 76 783 78 508 80 510
45322	Gift, novelty, and souvenir stores						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	35 785 1 840 3 130 4 284 4 811	15 621 678 1 944 869 2 785 955 3 681 971 4 396 350	100.0 12.4 17.8 23.6 28.1	2 378 265 250 543 386 007 502 752 592 492	554 256 59 807 92 095 120 625 141 189	202 285 22 644 32 591 41 823 48 599
453220	Gift, novelty, and souvenir stores						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	35 785 1 840 3 130 4 284 4 811	15 621 678 1 944 869 2 785 955 3 681 971 4 396 350	100.0 12.4 17.8 23.6 28.1	2 378 265 250 543 386 007 502 752 592 492	554 256 59 807 92 095 120 625 141 189	202 285 22 644 32 591 41 823 48 599

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.